

## MKTG 3250-Marketing Strategy Consultancy Spring 2021

Tuesdays and Thursdays 2:30-3:45pm, 4:00-5:15pm.

**Instructor:** Ms. Cindy Fox **Email:** ctfox@uncc.edu

**Office:** Friday 246 **Classroom:** Zoom

**Office Hours:** There will be Check-Ins during class time. If you want to Zoom at another time, let me know what works for you. My preferred contact is by email, I will answer your weekday email within 24 hours. I usually check my email over weekends but will not promise a weekend return.

As a Capstone course for all Marketing majors, this course is more about application than learning new material, you are applying the material you have learned through your journey through the Belk College. As such, the class meeting times include time for collaboration, problem solving, and presentations. When your section does not meet, you are charged with working on the marketing plan or the simulation with the other members of your team in whatever format your team decides. You MUST have a video camera to use in class.

**Course Description:** MKTG 3250. Marketing Strategy Consultancy (3). Integration of all marketing elements in a strategic planning framework. Emphasis on areas of strategic importance, especially those which have significant implications and relevance for marketing policy decisions in competitive situations. Students will be involved in addressing marketing strategy issues with an actual client.

**PREREQUISITES:** ALL the following must be met:

- Marketing 3110 (Marketing Concepts) with a grade of "C" or better
- Completion of three marketing elective courses (MKTG 32XX courses) with "C" or better
- Senior standing

**Required:** Simulation Connection, there is information on Canvas under the Simulation Module heading for access. There is no textbook for this course, but there is a cost for the Simulation.

### **Marketing major Course Objectives:**

As the capstone course for Marketing majors, the primary goals of this course are for you:

- To practice the strategic thinking necessary for marketing professionals
- To be able to work in a team and as an individual
- To synthesize knowledge learned from courses, experiences, and colleagues
- To be able to write and present an effective marketing plan
- To express innovative solutions to common marketing problems
- To understand that to be a successful marketer is to become a life-long learner

\*Synthesize-to combine to form a new, more complex product

**Course Methodology:** (1) Case Study Presentations; (2) Oral presentations; and (3) Development of a Marketing Plan; (4) Class discussion, guest speakers, readings; (5) a Simulation

As the capstone course, Marketing Strategy Consultancy has been developed to present a “signature experience” for our majors. The class provides the opportunity for students to demonstrate their marketing capabilities and potential as marketing professionals. Each aspect of the course is directed at accomplishing that purpose, so students should apply themselves in every assignment.

**Attendance:** Regular attendance is necessary for doing well in this class. You will only be counted present for the class if you contribute to the conversation in person or in the chat. You must indicate who you are if you are not using your own name in the Zoom. To be perfectly clear, if you get on the Zoom but you are just a name and do not contribute anything, you will NOT be counted present.

You are responsible for any material covered, announcements communicated, assignments, and any other type of work you may miss during any absence from class. If you develop covid, please alert me asap.

**Online Behavior:** Inappropriate behavior in class distracts from the ability of others to profit from their class experience. Rude and inappropriate behavior including discriminatory comments will not be tolerated along with behavior that detracts from the ability of the other students in the class to be successful. When you are in the Zoom online, you will be totally focused. Any other type of behavior will result in points subtracted from your grade.

**Team Assignments:** Each student is responsible for the team’s submission being professional in appearance; using proper grammar, spelling, and punctuation; and including no plagiarized material. If your name is on it, you are responsible for it and the team grade will apply to you.

**Written Assignments:** All written assignments are due on the date assigned and should be typed, double spaced and professional in appearance. Default is always 12 font New Times Roman. Use the APA format for citations/references.

**Oral Assignments:** Each student will be responsible for the presentation of a case study to the rest of the class. The student will lead the discussion afterward and answer any questions.

**Mid Term Test:** Both the Test and the Exam will use the Lockdown Brower and Respondus Monitor.

**Final Exam:** I am hoping to have two-time frames for the comprehensive exam.

**Peer Evaluations:** All teamwork will involve peer as well as self-evaluation of each student’s contribution to the team’s work. Teamwork is an important part of the learning experience as well as being an important part of working as a marketing professional. Each student is expected to report fairly on the work of the members of the team. Calculations of the entire teams’ scores are related just to that team and will be used in computing each student’s grades; thus, not all team members will receive the same number of points on the assignment.

**Quality of Work:** The expectation is for professional quality work both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, presentation and appropriate documentation (use APA style) will count in every piece of work you do for this course. If you have trouble with spelling, grammar or punctuation, have someone proofread your submission. Use the Writing Center – it is free and helpful! Citations are extremely important in our data driven world, any numbers or general statements of a situation need to be cited. No citations will result in a 0 on the submission.

- Good ideas sloppily expressed will receive mediocre grades, as will flashy presentations that lack content. Creativity is an important part of Marketing, but not being able to justify your creative ideas will not make you successful in your career or in this class.
- All work submitted for evaluation (including team and individual work) must be neat and clearly marked indicating the assignment topic, team letter/number and team members' names in alphabetical order. Whether individual work or group work, thoroughly review what has been written before submission.

**Teamwork:** Each team is responsible for organizing itself, dividing up the work, and deciding how relative contributions should be measured. It is the responsibility of the team to ensure that all team members understand all concepts related to the simulation, completed paper and presentations.

**Being a Life Long Learner:** You will not be successful as a marketing professional unless you are able to adjust to the changing environment that is marketing today. As such, part of the goal of this class is to start you on this journey. You are required to watch (or attend if that becomes a choice) a presentation (choices will be listed or contact me with others) and then submit an analysis of what you heard. You will also analyze an article about the changing nature of marketing. There is additional information on Canvas for these assignments. These must be submitted by the due date on Canvas.

**Grading:** Possible Points and Topics

1. \_\_\_\_ 150 Marketing Plan-Written and Oral Presentation
2. \_\_\_\_ 150 Final Exam
3. \_\_\_\_ 150 Your Presentation and Lead for Class Discussion
4. \_\_\_\_ 100 Mid Term Test
5. \_\_\_\_ 50 Class Participation
6. \_\_\_\_ 250 Marketing Simulation
7. \_\_\_\_ 25 Analysis of Article
8. \_\_\_\_ 25 Writing Assignment
9. \_\_\_\_ 25 Analysis of Presentation
10. \_\_\_\_ 75 Presenting parts of the Plan

Total Points 1000 \_\_\_\_\_

A = Superior Performance: 900-1000 points, Total understanding of all material, superior ability to apply knowledge.

B = Good Performance: 800-899 points, Excellent understanding and good ability to apply material.

C = Average Performance: 700-799 points, Surface understanding of most material and some ability to apply material.

D = Passing Performance: 600-699 points, Incomplete understanding of material with some ability to apply material; lack of team participation.

F = Failure to Perform: Below 600, Lack of understanding of material and little ability to apply material. Lack of timely submission, excessive absences, poor performance evaluation by the team for group work.

Final Grades: This grading scale is based on total points earned. Grades are given by points only, not by percentage. Every point earned counts toward your final grades.

**UNIVERSITY POLICIES AND PROCEDURES ACADEMIC INTEGRITY:** The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy: Students

have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Plagiarism is a violation of academic integrity. All ideas, statements, quotes, etc. should be properly attributed to the source. Follow the APA style. Our UNC Charlotte librarians are knowledgeable about [appropriate referencing/documentation](#) of others' work or ideas.

Your peer evaluation must be a fair representation of each member's contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member, including yourself, in a fair manner. You are assessing their contribution, not whether you like them or not.

**UNIVERSITY POLICY on WITHDRAWALS:** Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

**STATEMENT of INCLUSION:** The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status. This course affirms people of all gender expressions and gender identities. If you prefer to be called a different name than what is indicated on the class roster, please let me know. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

**DISABILITY STATEMENT:** UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please submit your paperwork to Disability Services early in the semester. For more information on accommodations, contact the [Office of Disability Services](#) at 704-687-0040.

**BEING A PROFESSIONAL:** You are in our capstone Marketing course. The next step is to represent the major, the College of Business and UNC Charlotte to the world. As such, you will need to start thinking and acting more like a Professional. This includes email communication, interacting with our client, communicating with other professionals in the college and your classmates, focusing on the information given in class and continuing to take advantage of your Canvas resources. Most of your instruction in a

professional work situation will be not be in writing. All instructions DO NOT need to be written and communicated in Canvas. You must focus while in any of the formats.

**BEING SUCCESSFUL AFTER GRADUATION:** My goal for this course is to help prepare you to be successful in the Marketing field, not only in your first job, but for years after that. I am on the Board of the Charlotte Chapter of the American Marketing Association and regularly connect with other marketing professionals. I will be sharing what I have learned from others in the classroom, but also reach out if you have specific questions or goals you are trying to achieve, will see how I can help. I want to Celebrate when we hear good news about a future job also, please let me know!

### TENTATIVE Course Outline for T/R sections

**The Marketing Plan project is the Business part of a University wide Project, it will evolve over the semester so the schedule must be flexible.**

**(Assessment-Case Study Presentations will be scored within the week after they are presented/uploaded. Writing/Article/Presentation submissions will be graded within two weeks of submission. The simulation will be providing team feedback and a final assessment based on your performance.)**

Day	Topic
1/21 Week 1	<p><b>Week 1 Topic</b>-Introduction to Class/Presentation Skills/Writing Skills and each other, Explain Focus of the course</p> <p><b>Week 1 Resources</b>-Course Syllabus-first module in Canvas, Presentation and Writing Skills -see Module in Canvas</p> <p>Case Study options under Case Study Module</p> <p><b>Week 1 Assignments</b>-Begin thinking of your Simulation team, Sign up for Case Study. Presentation and discussion, Writing Assignment-400 Characters!</p>
1/26-28 Week 2	<p><b>Topic</b>-Simulation Introduction/Case Study Review, Cause Marketing In-Class Exercise</p> <p><b>Week 2 Resources</b>-Under the Marketing Plan Module and Simulation Module, Cause Marketing information, websites, and news articles</p> <p><b>Week 2 Assignment</b>-Simulation Teams Form-Meet, Quarter 1 Simulation due Sunday Writing Assignment due</p>
2/2-4 Week 3	<p><b>Topic</b>-Mr. Omar Jorge, CEO of Compare Foods, guest speaker, Continue exploring the grocery store marketing in Charlotte.</p> <p><b>Week 3 Resources</b>-Other city solutions information, Simulation Power Points</p> <p><b>Week 3 Assignment</b>-Teams complete second week of Simulation, Quarter 2 due Sunday</p>
<b>"SPRING" BREAK</b>	
2/16-18 Week 4	<p><b>Topic</b>-Marketing Plan Components-Start Research on each, Library Resources-Simply Analytics, Food Deserts.</p> <p><b>Week 4 Resources</b>-Marketing Plan resources on Canvas, Library Resources, Simulation Info</p> <p><b>Week 4 Assignment</b>-Team work on simulation, Quarter 3 Simulation due Sunday.</p>
2/23-25	<p><b>Topic</b>-Begin Case Study Presentations, Design Thinking Introduction</p>

Week 5	<b>Week 5 Resources</b> -Design Thinking notes on Canvas. <b>Week 5 Assignment</b> -take notes on cases -these will be on the test! Simulation work, Teams working on each section.
3/2-4	<b>Topic</b> -Present Environmental Analysis, SWOT, Target Market info, Goals/Objectives <b>Week 6 Resources</b> -Info on Canvas
Week 6	<b>Week 6 Assignment</b> -Simulation Quarter 4 due Sunday
3/9-11	<b>Topic</b> - Simulation/Plan Check-In; Marking Plan Update, Data Visualization Part 1.
Week 7	<b>Week 7 Assignment</b> -Review Simulation Feedback, Study for Test
3/16-18	<b>Topic</b> -Mid Term Test on 3/16, Update on Project; Simulation Check-In, work on Tactics <b>Week 8 Resources</b> -Simulation Feedback, Other solutions information
Week 8	<b>Week 8 Assignment</b> -Present, Discuss and take notes: work on simulation and plan, Q5. due Sunday. Reflect on Mid Term Peer Eval
3/23-25	<b>Topic</b> -Case Study Presentations, Start on Tactics for Food Desert Solution using Design. Thinking and the parts of the Marketing Plan to now.
Week 9	<b>Week 9 Resources</b> -Feedback on Simulation Look over Plan resources. <b>Week 9 Assignment</b> -Take Notes on Cases, Work on Solutions/Simulation Deadline for Mid Term Peer Evaluations is this week.
3/30-4/1	<b>Topic</b> -Ethics Case/Class Discussion, Ally Bank Presentation
Week 10	<b>Week 10 Assignment</b> -Discuss and take notes, Teamwork on Solutions, Simulation Q6 Due Sunday
4/6-8	<b>Topic</b> -Last Case Studies, Meet with teams at scheduled times.
Week 11	<b>Week 11 Assignment</b> -Take notes on cases, working on Plan and Simulation.
4/13-15	<b>Topic</b> -Data Visualization Part 2, Teams Meet.
Week 12	<b>Week 12 Assignment</b> -Team work, Simulation Quarter 7 Due Sunday
4/20-22	<b>Topic</b> -Team Check-In on Simulation and Marketing Plans-Schedule Times for each
Week 13	<b>Week 13 Assignment</b> -Work on Simulation and Plans
4/27-29	<b>Topic</b> -Present Marketing Plan on assigned day, Class watches each presentation.
Week 14	<b>Week 14 Assignment</b> -Submit final written marketing plan and power points. Simulation Quarter 8 Due Sunday
5/4	<b>Topic</b> -Wrap-Up
Week 15	<b>Assignment</b> -Submit Final Peer Evaluation, Simulation Reflection Paper Due

Final Exam at two of the assigned times.